

# **THE DESIGN OF PROSPERITY 09 THE SUSTAINABILITY OF OUR PRESENT FUTURE**

**THE CENTRE OF EXCELLENCE  
AT THE UNIVERSITY OF BORÅS**

CONFERENCE **NOVEMBER 2** THE UNIVERSITY OF BORÅS

WORKSHOP **NOVEMBER 3** THE SWEDISH SCHOOL OF TEXTILES



**CONFERENCE  
November 2, 2009**

**YVON CHOUINARD, founder and owner of PATAGONIA, Inc. keynote speaker at  
THE DESIGN OF PROSPERITY 09 CONFERENCE of The Swedish School of Textiles,  
University of Borås.**

The Swedish School of Textiles and The University of Borås and REALISE strategic consultants are honored to present

**environmentalist legend  
Yvon Chouinard,  
founder and owner of  
Patagonia  
sports clothing and equipment company.**

An inspirational adventurer known around the globe as one of the first business-minded champions of environmental and social responsibility, Chouinard will discuss—on his first occasion in Sweden—his visionary commitment to “the sustainability thing” and its integration into PATAGONIA’s unsurpassed design solutions, product quality, and managerial philosophy.

He will speak about how he transferred his love for nature, his environmental activism such as 1% for the Planet (onepercentfortheplanet.org), and his philosophy of life into a successful business idea, values-driven leadership, a unique management practice and a long-selling and very highly respected brand.

The Swedish School of Textiles' **Professor of Design Management and Humanistic Marketing Simonetta Carbonaro** will add to the picture the consumers' perspective and talk about new consumer demand for **authenticity, transparency and responsibility**. Based on her research in the area of consumer ethos and behavior and forecasting the directions consumer culture is moving, she will contribute to the conference-day by giving an overview of those promising signals of social innovation and newly emerging sustainable lifestyles that are based on people's demand for better, safer, fairer and more (aesth)ethically designed products.

In the afternoon, **Jill Dumain, Director of Environmental Analysis, Patagonia, Inc.**, and current chair of the **Organic Exchange**, will further the first part of the conference-day's insights with a discussion of the challenges and rewards of openly communicating best and evolving practices for reducing environmental pressures throughout the value chain. Jill will bring to the conference her expertise in fabric development, her ground-breaking work on the **Common Threads Garment Recycling Program** and **The Footprint Chronicles** and her experience creating the two dimensions of business transparency: the deep operational details of the supply chain, and the powerful brand communication environment in which companies can harness the professionalism of consumers.

**Peter Waeber, CEO** and inventor of **blueSign® technologies**, will present one of the most holistic, reliable, one-label environmental, health, and safety compliance tools at the disposal of the entire textile production and retail network. Peter will bring exceptional expertise about the proactive, reliable and scientific tools that are now at the disposal of the entire textile industry for assessing and controlling the quality and safety of the end products on the basis of the accurate analysis of every detailed step of the entire value chain--from the production and use of raw materials, yarns, dyes, additives, finishes, textile and end-product manufacturing, through to brand companies', retailers', and consumers' impact and beyond.

The whole conference-day and the **two panel discussions** between the speakers and distinguished panelists like **Josephine Rydberger-Dumont**, former CEO of IKEA of Sweden, **Tamara Albu**, Director of Fashion Studies at Parsons, The New School for Design and representatives of **The Design of Prosperity Team** of **The Centre of Excellence at the University of Borås Centre**, will be moderated by **Christian Votava**, renown strategist, partner of REALISE ([www.realise.de](http://www.realise.de)), who will wrap-up the conference-day's insights and present the model of prosperity developed during his cooperation with the University of Borås.

The conference is **FREE OF CHARGE** but registration is required and space is limited.

More information at [www.thedesignofprosperity.se](http://www.thedesignofprosperity.se)

# **TRANSPARENCY & SUSTAINABILITY IN VALUE-CHAIN CREATION**

**WORKSHOP  
November 3, 2009**

This **by application only workshop** will be lead by **Jill Dumain**, Director of Environmental Analysis, Patagonia, Inc. and current chair of the Organic Exchange; **Peter Waeber**, CEO of bluesign® technologies; **Christian Votava**, partner of REALISE strategic consultants. On behalf of **The Design of Prosperity (TDP) The Centre of Excellence at The University of Borås**, **Simonetta Carbonaro**, Professor of Design Management and Humanistic Marketing and **David Goldsmith**, faculty associate at Parsons School of Design, New York and researcher at The Swedish School of Textiles, will facilitate and contribute to the workshop discussion.

The aim of the workshop is to create a knowledge platform for overcoming competitive parameters between all entities of the textile production and consumption chain. The critical mass of environmental degradation has already occurred; we urgently need to create a countervailing critical mass of environmental cooperation as a driving force to rebalance our “present future”.

This workshop is addressed to **managers, marketers, consumer researchers and representatives, designers, technicians, NGOs representatives**, and other **textile and apparel decision-making stakeholders**, as well as to a limited number of selected **graduate level students**, who want to address the concrete problems and challenges of **implementing sustainable solutions in companies' value chain creation**.

The selection of the candidates will be done by the TDP Team with the goal of creating a balanced mix between: XS, S, M, L, XL size companies; brand companies, suppliers, NGOs; relevance of the topics candidate propose to be treated during the workshop; and diversity of competences, professions, nationalities, genders.

The workshop is **FREE OF CHARGE** but by application only and space is limited.

More information at [www.thedesignofprosperity.se](http://www.thedesignofprosperity.se)

# **THE DESIGN OF PROSPERITY INITIATIVE IS MORE THAN JUST A CONFERENCE**

## **THE CENTRE OF EXCELLENCE AT THE UNIVERSITY OF BORÅS**

The Design of Prosperity 09 conference and workshop are part of the wider Centre of Excellence at The University of Borås, that rises from the cooperation between the University of Borås, The Swedish School of Textiles and REALISE, strategic consultants.

The Centre of Excellence at The University of Borås aims to be a lighthouse for all agents taking part in the construction of a new understanding of prosperity. Especially in times of radical change, our initiatives offer a gamut of new knowledge platforms that give completely new points of orientation for decision makers in business, politics and culture.

Above all, The Centre of Excellence at The University of Borås is devoted to multi-dimensional and trans-discipline knowledge exchange for the purpose of understanding the ethical, aesthetical, ecological, technological, economic, and social challenges of our global societies, and to discuss and work toward resolving those challenges with top-class Swedish and international leaders, experts and innovative thinkers.

The Centre of Excellence at The University of Borås sees The Design of Prosperity project as an innovative workshop for action-oriented educational and social innovation strategies, and for the development of new cultural, economic and entrepreneurial approaches that will bring new meaning and vitality to our over-saturated consumer markets.

The Design of Prosperity project is, ultimately, a think tank where new ideas, models and methods are checked, theoretically confirmed, consolidated and taught in seminars to both our students and companies' associates.

More information at [www.thedesignofprosperity.se](http://www.thedesignofprosperity.se)